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Home Appliance NewsLine

An AHAM Bulletin to Editors

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THIRD BEST YEAR

FOR MAJOR HOME APPLIANCE SHIPMENTS

CHICAGO -- The home appliance industry shipped 48.7 million units in 1989, about half a million less than the previous year, reports the Association of Home Appliance Manufacturers (AHAM).

In a year when most product categories did not surpass their year-ago levels, three merit special mention.

* Automatic washers (6.3 million units) established a new annual record.
* Refrigerators (7.1 million units) came close to equaling their annual record.
* Disposers (4.4 million units) achieved their second-largest annual shipment ever.

Strong consumer demand propelled shipments at record pace in the first half of the year, but by the third quarter, demand slowed considerably and remained at lower levels for the year's balance. The strong first half, however, held total 1989 shipments to a mere 1.1% decrease from 1988 levels.

Fourth-quarter shipments, however, decreased 4.6% from the year-ago period to 11.6 million units.

Softened demand is expected to continue this year, with 1990 shipments approaching 48 million units, according to the latest industry forecast.

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MAJOR HOME APPLIANCE INDUSTRY SHIPMENTS*, THOUSANDS OF UNITS
December, 1989

	DECEMBER			CALENDAR YEAR TO DATE			CALENDAR QUARTER		
	1989	1988	% Change	1989	1988	% Change	1989	1988	% Change
ALL MAJOR APPLIANCES**	3,695.4	3,875.9	-4.7%	48,733.8	49,297.2	-1.1%	11,647.9	12,215.5	-4.6%
COOKING - TOTAL	1,363.2	1,606.9	-15.2%	15,650.6	16,237.4	-3.6%	4,309.8	4,928.5	-12.6%
ELECTRIC RANGES - TOTAL	242.2	261.8	-7.5%	3,048.5	3,201.7	-4.8%	808.4	850.5	-5.0%
Free Standing	189.9	211.6	-10.3%	2,400.5	2,566.2	-6.5%	633.2	679.9	-6.0%
Built-in	52.3	50.3	4.0%	648.1	635.4	2.0%	175.2	170.5	2.8%
GAS RANGES - TOTAL	193.5	196.7	-1.6%	2,167.1	2,227.0	-2.7%	608.6	614.4	-0.9%
Free Standing	182.6	186.7	-2.2%	2,054.8	2,100.5	-2.2%	577.7	581.7	-0.7%
Built-in	10.9	10.0	9.0%	112.3	126.5	-11.2%	30.9	31.8	-2.8%
MICROWAVE OVENS/RANGES***	939.8	1,161.4	-19.1%	10,598.2	10,987.9	-3.5%	2,933.8	3,508.2	-16.4%
HOME LAUNDRY - TOTAL	835.3	802.5	4.1%	10,825.4	10,791.1	0.3%	2,781.8	2,657.4	4.7%
AUTOMATIC WASHERS	473.9	439.6	7.8%	6,251.5	6,190.4	1.0%	1,590.9	1,481.1	7.4%
DRYERS - TOTAL	361.4	362.9	-0.4%	4,573.9	4,600.7	-0.6%	1,191.0	1,176.4	1.2%
Electric	273.0	276.6	-1.3%	3,522.2	3,553.9	-0.9%	911.4	904.5	0.8%
Gas	88.4	86.3	2.4%	1,051.7	1,046.8	0.5%	279.6	271.9	2.8%
KITCHEN CLEAN UP - TOTAL	618.7	682.0	-9.3%	8,244.4	8,382.6	-1.6%	2,115.0	2,183.8	-3.2%
DISPOSERS	298.6	342.8	-12.9%	4,362.8	4,232.6	3.1%	1,093.4	1,110.9	-1.6%
DISHWASHERS - TOTAL	300.7	318.4	-5.6%	3,668.3	3,907.4	-6.1%	966.6	1,009.0	-4.2%
Built-in	277.1	288.9	-4.1%	3,455.8	3,647.4	-5.3%	901.9	930.6	-3.1%
Portable	23.6	29.4	-19.7%	212.6	260.0	-18.2%	64.7	78.4	-17.5%
COMPACTORS	19.4	20.7	-6.3%	213.2	242.6	-12.1%	55.0	64.0	-14.1%
FOOD PRESERVATION - TOTAL	584.3	561.4	4.1%	8,317.4	8,565.8	-3.0%	1,920.8	1,948.1	-1.4%
REFRIGERATORS	494.0	466.8	5.8%	7,098.8	7,227.0	-1.8%	1,653.3	1,643.4	0.6%
FREEZERS - TOTAL	90.2	94.5	-4.6%	1,218.6	1,348.7	-9.6%	267.5	304.7	-12.2%
Chest	49.5	51.5	-3.9%	677.4	726.6	-6.8%	147.5	166.3	-11.3%
Upright	40.8	43.1	-5.3%	541.2	622.2	-13.0%	120.0	138.4	-13.3%
HOME COMFORT - TOTAL	294.0	223.1	31.8%	5,696.0	5,310.3	7.3%	520.5	497.6	4.6%
ROOM AIR CONDITIONERS	274.9	215.0	27.9%	5,091.1	4,637.3	9.8%	472.8	470.2	0.6%
DEHUMIDIFIERS	19.0	8.2	131.7%	604.9	673.0	-10.1%	47.7	27.4	74.1%

* Domestic plus export shipments: includes both U.S. produced and imported products.
** Numbers do not add because of overlapping product categories.
*** Includes microwave ovens and combination microwave ovens/ranges.